

Amendments to the Claims:

1. (Currently Amended) A method of distributing data for use in [[a]] an electronic catalog, comprising:

capturing product data for one or more products according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more product attributes; and

storing the captured product data in a product data file, the product data in the product data file including both a manufacturer SKU that identifies each of the products, and at least one customer SKU that identifies each of the products for ~~one or more customers~~ a customer requesting that the distribution of specified product data from the product data file ~~be distributed to the customers~~ for use in [[a]] an electronic catalog, the manufacturer SKU being associated with at least one customer SKU, ~~each~~ the customer SKU also being associated with [[a]] the customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use by the ~~customers~~ customer in an electronic catalog, ~~each of the customers~~ the customer being a manufacturer, retailer, or distributor of the products.

2. (Currently Amended) A method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file, the customer product portfolio file including ~~at least one SKU~~ a plurality of SKUs associated with ~~each product~~ a plurality of products for which product data is requested by a customer for use in [[a]] an electronic catalog, the customer being a manufacturer, retailer, or distributor of ~~each product~~ products for which product data is requested by the customer in the customer product portfolio file;

electronically mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file for which product data is not in the system product data file is identified, thereby indicating whether

product data for each of the products for which data is requested by the customer has been previously obtained and stored in the system product data file;

capturing product data for ~~one or more products~~ at least one product identified in the customer product portfolio file that is not stored in the system product data file; and
adding the captured product data ~~for the products~~ to the system product data file.

3. (Original) The method as recited in claim 2, further including:

generating component data for the product from the system product data file, wherein the component data includes at least one of a product description, technical specifications, a marketing description, an image, and a URL associated with the product.

4. (Original) The method as recited in claim 3, wherein technical specifications comprises at least one of main technical specifications and extended technical specifications.

5. (Original) The method as recited in claim 3, further including:

generating enriched product data from the system product data file according to a customer profile; and

transmitting the enriched product data.

6. (Currently Amended) The method as recited in claim 5, wherein the steps of generating enriched product data and transmitting the enriched product data are performed simultaneously with the steps of capturing product data, adding the captured product data, and generating component data.

7. (Original) The method as recited in claim 2, wherein the customer product portfolio file includes:

a manufacturer SKU associated with a product;

a customer SKU assigned by a customer to the product;

a manufacturer identifier for the product that identifies a manufacturer of the product; and

a product description describing the product.

8. (Original) The method as recited in claim 3, further including:
retrieving a component definition associated with the component data, the component definition having a section header, a line header, and a line body definition that defines contents and format for a line body which describes the line header;
obtaining the contents of the line body from the system product data file and from literals provided in the line body definition; and
providing the section header, the line header, and the line body.

9. (Currently Amended) The method as recited in claim 8, further including:
classifying the product in one of a plurality of categories, each of the categories having at least one attribute group that identifies one or more product attributes, each of the product attributes being associated with one or more values;
wherein the line header identifies an attribute group associated with the product.

10. (Original) The method as recited in claim 3, further including:
classifying the product according to a data model;
extracting information specified by a component definition from the system product data file and the data model; and
building a component descriptor from the extracted information and the component definition.

11. (Original) The method as recited in claim 10, further including:
providing the component descriptor in response to a catalog query.

12. (Original) The method as recited in claim 10, further including:
storing the component descriptor in a file.

13. (Currently Amended) A method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file that identifies products for which product data is requested, wherein the customer product portfolio file includes ~~at least one SKU~~ a plurality of SKUs associated with ~~each of~~ the products for which product data is requested by a customer for use in ~~[[a]]~~ an electronic catalog, the customer being a manufacturer, retailer, or distributor of the products for which product data is requested by the customer in the customer product portfolio file;

electronically mapping the customer product portfolio file to the system product data file such that each product for which product data is in the system product data file is identified;

generating enriched product data that includes added product data from the system product data file ~~according to~~ in accordance with a customer profile, the customer profile indicating product data associated with the products ~~[[for]]~~ which ~~values~~ are to be transmitted to the customer; and

transmitting the enriched product data with the added product data to the customer, wherein the enriched product data is suitable for use by the customer in an electronic catalog.

14. (Original) The method as recited in claim 13, wherein the customer profile identifies at least one customer, and wherein generating enriched product data from the system product data file according to the customer profile includes:

obtaining a system record associated with a customer from the system product data file; and

generating a product header for the system record, the product header including a customer SKU associated with the system record.

15. (Original) The method as recited in claim 14, wherein the product header further includes a system SKU that identifies a product associated with the system record and a category identifier that identifies a category in which the product is classified.

16. (Original) The method as recited in claim 14, wherein the product header further includes at least one of a manufacturer product description that describes standard

features of the product, a product line associated with the product, and a model number associated with the product.

17. (Original) The method as recited in claim 14, wherein the customer profile further includes customer searchable attribute preferences corresponding to each customer, the customer searchable attribute preferences specifying attributes for which values are to be transmitted, the method further including:

obtaining attribute values for the specified attributes from the system record.

18. (Original) The method as recited in claim 17, further including:
producing the customer searchable attribute preferences.

19. (Original) The method as recited in claim 14, further including:
producing a list of related products associated with the system record.

20. (Original) The method as recited in claim 19, wherein the list of related products includes the customer SKU associated with the system record and a customer SKU for each of the related products.

21. (Currently Amended) A method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file that identifies products for which product data is requested by one or more customers, the product data being suitable for use in an electronic catalog, the customer product portfolio file including a manufacturer SKU associated with each of the products for which product data is requested for use in ~~[[a]]~~ an electronic catalog, a customer SKU associated with each of the products that corresponds to one of the customers, and a manufacturer identifier identifying a manufacturer of each of the products for which product data is requested, each of the customers being a manufacturer, retailer, or distributor ~~of each product~~ products for which product data is requested by the customer in the customer product portfolio file; and

electronically mapping the customer product portfolio file to the system product data file such that each product for which product data is not in the system product data file is identified, thereby identifying ~~one or more of the~~ products for which product data is requested ~~[[and]]~~ but has not been previously obtained and stored in the system product data file.

22. (Original) The method as recited in claim 21, wherein mapping the customer product portfolio file includes:

ascertaining whether the manufacturer identified in the customer product portfolio file is new, the manufacturer being a new manufacturer if the manufacturer is not identified in the system product data file; and

if the manufacturer is new, assigning a manufacturer identifier to the new manufacturer such that the manufacturer identifier is stored in the system product data file.

23. (Original) The method as recited in claim 21, wherein mapping the customer product portfolio file includes:

determining whether the customer SKU in the customer product portfolio file is new, the customer SKU being new if the customer SKU is not identified in the system product data file; and

if the customer SKU is new, creating a new system SKU such that the new system SKU is mapped in the system product data file to the customer SKU.

24. (Original) The method as recited in claim 23, further including:

classifying the new system SKU according to a data model, the data model including one or more classes, each of the one or more classes including one or more categories.

25. (Original) The method as recited in claim 23, further including:

determining whether the customer SKU is invalid; and

reporting the customer SKU if it is determined to be invalid.

26. (Currently Amended) A method of querying a catalog database, the catalog database including product data for one or more products, each of the products being classified in at least one of a plurality of product categories, the product data for each product including a set of product attributes corresponding to the product category within which the product is classified, each of the product attributes having at least one attribute value, the method comprising:

accepting a selection of at least one of the set of product attributes corresponding to one of the plurality of product categories;

accepting a selection of products within the one of the plurality of product categories;

obtaining one or more attribute values corresponding to the selected product attributes for each of the selected products from the catalog database; and

displaying the obtained attribute values for the selected products.

27. (Original) The method as recited in claim 26, where displaying the obtained attribute values for the selected products includes assigning normalized numeric values to the obtained attribute values.

28. (Currently Amended) A method of querying a catalog database including product data for one or more products classified according to a data model, the method comprising:

accepting a user query specifying a product and a catalog component to be retrieved for use in an electronic catalog, the catalog component including at least one of a product description, technical specifications, a marketing description, an image, and a URL associated with the product;

obtaining a catalog component definition associated with the catalog component, the catalog component definition defining a format for the catalog component;

extracting information specified by the catalog component definition from the catalog database and the data model; and

building a catalog component descriptor from the extracted information and the catalog component definition.

29. (Currently Amended) The method as recited in claim 21, wherein the customer product portfolio file further includes:

a product description describing each of the products for which product data is requested.

30. (Currently Amended) The method as recited in claim 13, wherein mapping the customer product portfolio file to the system product data file such that each product for which product data is in the system product data file is identified comprises identifying one or more of the products for which product data is requested and has not been previously obtained and stored in the system product data file.

31. (Currently Amended) A computer-readable medium storing thereon computer-readable instructions for distributing product data for use in ~~[[a]]~~ an electronic catalog, comprising:

instructions for capturing product data for one or more products according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more product attributes; and

instructions for storing the product data in a product data file, the product data in the product data file including both a manufacturer SKU that identifies each of the products and at least one customer SKU that identifies each of the products for ~~one or more customers~~ a customer requesting ~~that the~~ the distribution of specified product data from the product data file ~~be distributed to the customers~~ for use in ~~[[a]]~~ an electronic catalog, the manufacturer SKU being associated with at least one customer SKU, each the customer SKU also being associated with [[a]] the customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use by the customers customer in an electronic catalog, ~~each of the customers~~ the customer being a manufacturer, retailer, or distributor of the products.

32. (Currently Amended) A system for distributing data for use in [[a]] an electronic catalog, comprising:

means for capturing product data for one or more products according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more product attributes; and

means for storing the captured product data in a product data file, the product data in the product data file including both a manufacturer SKU that identifies each of the products and at least one customer SKU ~~that identifies~~ identifying each of the products for ~~one or more customers~~ a customer requesting ~~that the~~ the distribution of specified product data ~~be distributed to the customers~~ for use in [[a]] an electronic catalog the manufacturer SKU being associated with at least one customer SKU, ~~each the~~ the customer SKU also being associated with [[a]] the customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use by the ~~customers~~ customer in an electronic catalog, ~~each of the customers~~ the customer being a manufacturer, retailer, or distributor of the products.

33. (Currently Amended) A system for distributing data for use in [[a]] an electronic catalog, comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

capturing product data for one or more products according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more product attributes; and

storing the product data in a product data file, the product data in the product data file including both a manufacturer SKU that identifies each of the products and at least one customer SKU that identifies each of the products for ~~one or more customers~~ a customer requesting ~~that the~~ the distribution of specified product data from the product data file ~~be distributed to the customers~~ for use in [[a]] an electronic catalog, the manufacturer SKU being associated with at least one customer SKU, ~~each the~~ the customer SKU also being

associated with ~~[[a]]~~ the customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use by the ~~customers~~ customer in an electronic catalog, ~~each of the customers~~ the customer being a manufacturer, retailer, or distributor of the products.

34. (Currently Amended) A computer-readable medium storing thereon computer-readable instructions for maintaining catalog data stored in a system product data file, comprising:

instructions for receiving a customer product portfolio file, the customer product portfolio file including ~~at least one SKU~~ a plurality of SKUs associated with ~~each product~~ a plurality of products for which product data is requested by a customer for use in ~~[[a]]~~ an electronic catalog, the customer being a manufacturer, retailer, or distributor of ~~each product~~ products for which product data is requested by the customer in the customer product portfolio file;

instructions for electronically mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file for which product data is not in the system product data file is identified, thereby indicating whether product data for each of the products for which product data is requested by the customer has been previously obtained and stored in the system product data file;

instructions for capturing product data for ~~one or more products~~ at least one product identified in the customer product portfolio file that is not stored in the system product data file; and

instructions for adding the captured product data ~~for the products~~ to the system product data file.

35. (Currently Amended) A system for maintaining catalog data stored in a system product data file, comprising:

means for receiving a customer product portfolio file, the customer product portfolio file including ~~at least one SKU~~ a plurality of SKUs associated with ~~each product~~ a plurality of products for which product data is requested by a customer for use in ~~[[a]]~~ an

electronic catalog, the customer being a manufacturer, retailer, or distributor of ~~each product~~ products for which data is requested by the customer in the customer product portfolio file;

means for electronically mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file for which product data is not in the system product data file is identified, thereby indicating whether product data for each of the products for which data is requested by the customer has been previously obtained and stored in the system product data file;

means for capturing product data for ~~one or more products~~ at least one product identified in the customer product portfolio file that is not stored in the system product data file; and

means for adding the captured product data ~~for the products~~ to the system product data file.

36. (Currently Amended) A system for maintaining catalog data stored in a system product data file, comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

receiving a customer product portfolio file, the customer product portfolio file including ~~at least one SKU~~ a plurality of SKUs associated with ~~each product~~ a plurality of products for which product data is requested by a customer for use in ~~an electronic~~ catalog, the customer being a manufacturer, retailer, or distributor of ~~each product~~ products for which product data is requested by the customer in the customer product portfolio file;

electronically mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file for which product data is not in the system product data file is identified, thereby indicating whether product data for each of the products for which product data is requested by the customer has been previously obtained and stored in the system product data file;

capturing product data for ~~one or more products~~ at least one product identified in the customer product portfolio file that is not stored in the system product data file; and

adding the captured product data ~~for the products~~ to the system product data file.

37. (Currently Amended) A computer-readable medium storing thereon computer-readable instructions for maintaining catalog data stored in a system product data file, comprising:

instructions for receiving a customer product portfolio file that identifies products for which data is requested, wherein the customer product portfolio file includes ~~at least one SKU~~ a plurality of SKUs associated with ~~each of the~~ a plurality of products for which product data is requested by a customer for use in ~~[[a]]~~ an electronic catalog, the customer being a manufacturer, retailer, or distributor of the products for which product data is requested by the customer in the customer product portfolio file;

instructions for electronically mapping the customer product portfolio file to the system product data file such that each product for which product data is in the system product data file is identified;

instructions for generating enriched product data that includes added product data from the system product data file ~~according to~~ in accordance with a customer profile, the customer profile indicating product data associated with the products for which values are to be transmitted to the customer; and

instructions for transmitting the enriched product data with the added product data to the customer.

38. (Currently Amended) A system for maintaining catalog data stored in a system product data file, comprising:

means for receiving a customer product portfolio file that identifies products for which product data is requested, wherein the customer product portfolio file includes ~~at least one SKU~~ a plurality of SKUs associated with ~~each of the~~ products for which data is requested by a customer for use in a catalog, the customer being a manufacturer, retailer, or distributor of the products for which product data is requested by the customer in the customer product portfolio file;

means for mapping the customer product portfolio file to the system product data file such that each product for which product data is in the system product data file is identified;

means for generating enriched product data that includes added product data from the system product data file ~~according to~~ in accordance with a customer profile, the customer profile indicating product data associated with the products ~~[[for]]~~ which ~~values~~ are to be transmitted to the customer; and

means for transmitting the enriched product data with the added product data to the customer.

39. (Currently Amended) A system for maintaining catalog data stored in a system product data file, comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for:

receiving a customer product portfolio file that identifies products for which product data is requested, wherein the customer product portfolio file includes ~~at least one SKU~~ a plurality of SKUs associated with ~~each of the~~ a plurality of products for which product data is requested by a customer for use in ~~[[a]]~~ an electronic catalog, the customer being a manufacturer, retailer, or distributor of the products for which product data is requested by the customer in the customer product portfolio file;

electronically mapping the customer product portfolio file to the system product data file such that each product for which product data is in the system product data file is identified;

generating enriched product data with added product data from the system product data file ~~according to~~ in accordance with a customer profile, the customer profile indicating product data associated with the products ~~[[for]]~~ which ~~values~~ are to be transmitted to the customer; and

transmitting the enriched product data with the added product data to the customer.